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For The Best In—

Beef, Pork, Lamb, Veal, Fish and Poultry
—At Lowest Prices**Roberts Meat Market**

LEN ROBERTS, Mgr.

Phone 26

BEST WISHES FOR

A MERRY CHRISTMAS AND
A HAPPY AND PROSPEROUS
NEW YEARFROM YOUR LOCAL JOHN DEERE
DEALER**W. J. Weyers**

PHONE 1617

STRATHMORE

*Here's a
real buy!*THAT MEANS A BIG
SAVING IN MONEY
FOR YOU

Think what this wonderful offer will mean in enjoyment throughout the whole year for yourself and your family. Magazines of your own choice and this newspaper, packed with stories, timely articles, helpful departments and colorful illustrations. Now is your chance.

GROUP 1

- ☐ National Home Monthly 1 yr.
- ☐ Canadian Magazine 1 yr.
- ☐ Rod and Gun 1 yr.
- ☐ Pictorial Review Combined
- ☐ Win. Detective 1 yr.
- ☐ American Boy 8 mos.
- ☐ Can. Horticulture and Home Magazine 1 yr.
- ☐ Parents' Magazine 6 mos.
- ☐ Silver Screen 1 yr.
- ☐ Open Road for Boys 10 mos.
- ☐ American Fruit Grower 1 yr.

GROUP 2

- ☐ News-Week (20 Issues) 6 mos.
- ☐ True Story 1 yr.
- ☐ Parents' Magazine 1 yr.
- ☐ Open Road for Boys 2 yrs.
- ☐ American Boy 1 yr.
- ☐ Screenland 1 yr.

This Offer Fully Guaranteed—All Renewals Will Be Extended.

TAKE YOUR
CHOICE!

OFFER NO. 1
One magazine from group 1
AND
One magazine from group 2
and this newspaper.

OFFER NO. 2
Three magazines from
group 1 and this newspaper

\$
ALL
FOR
3-00

USE THIS ORDER BLANK
Please clip list of Magazines after checking Publications desired.
Fill out coupon carefully. Please send me the
magazines checked with a year's subscription to your newspaper.

Gentlemen: I enclose \$..... Please send me the
magazines checked with a year's subscription to your newspaper.
NAME.....
STREET OR R.R.....
TOWN AND PROVINCE..... Form 609

STRATHMORE STANDARD

PUBLISHED EVERY WEDNESDAY
OFFICE PHONE 17 A. A. HERRINGTON MGR. PHONE 11
SUBSCRIPTIONS PRICES: \$3.00 PER YEAR IN CANADA
OUTSIDE CANADA, \$3.50 PER YEAR
ALL SUBSCRIPTIONS PAYABLE IN ADVANCE

"For unto us a child is born, unto us a son is given; and the government shall be upon his shoulder; and his name shall be called Wonderful, Counsellor, The Mighty God, The everlasting Father; The Prince of Peace." — Isaiah 9:6

WHY WE SET UP TREES AND
GIVE PRESENTS

Century old traditions play a more vital part in our lives at Christmas than at any other time of the year. Now, more than ever, we delve into our memories of the past, take the beliefs and customs practiced by our ancestors, out of the moth balls, shine them up, do a little renovating, and put them into practice again for their happiness during the holiday season.

The ancient Romans were the first to decorate their homes and streets with evergreen and colored ribbons, to don their gayest festival raiment and exchange gifts during the last week of the year. Their feasting did not, however, arise from a desire to celebrate the birth of Christ, but was known as the Feast of Saturn.

When we set up a Christmas tree we are practicing a custom that originated in Egypt. At the end of the year the ancient Egyptians decorated their homes with a palm tree. The branch grows each month, and a twelve-branched palm brought into the house at the end of the year ensured good luck for the succeeding twelve months. The small evergreen used as a Christmas tree was first seen in England in 1766. It was introduced by Queen Charlotte, wife of George III, who had seen it used in Germany.

The practice of giving presents originated in the yearly "Poor House" prepared by the church for the needy and opened on Christmas Day. And from the fact that these gifts were always boxed and delivered on the day following Christmas Day, arose the custom of calling this Boxing Day. It was on the day after Christmas, also, that the apprentices of tradesmen used to visit the customers they had served and collect Christmas boxes. The desire to hang holly and windows has been passed down to us through the ages from the time when the Druids of old England gave their charges mistletoe to hang over their doors, so that through the year that followed, only good luck might enter there. Holly was a sacred plant, also, and has played an important part in the traditions of many countries and

religions. In Wales, the farmers kept—and in many parts still keep—the Christmas mistletoe, to feed to the mother of the first calf to be born in the spring. If they do this they can depend on good luck and crops throughout the year.

From the Irish we have taken the beautiful custom of burning candles on Christmas Eve. In every window of every small Irish cottage a candle is left burning all night to tell any traveler who might chance by that way that he is welcome to the best the householder can offer. This small symbol of goodwill demonstrates better than most of our Christmas customs the true Christmas spirit.

The burning of the Yule log, which, unfortunately, is not as popular as in the days of open fire places and accessible forests, originated among the Norsemen. They burned with the log all their past troubles and quarrels, which, they believed, disappeared in the smoke and flames. The burning of the Yule log signified the opening of festivity in which master and servant rejoiced together.

Many of the older and more beautiful Christmas customs died when Oliver Cromwell abolished Christmas. One of those was serving a boar's head, with all the pomp and ceremony becoming a Christmas dish. This was at one time the traditional Christmas dish, and turkey, which replaced the boar's head about 300 years ago, and probably has more appeal for most of us, lacks the ceremony and tradition attached to the original rites.

TRAIN SCHEDULE

For Strathmore
Going East 8:45 p.m.
Going West 8:00 a.m.

MERRY CHRISTMAS

The celebration of the Christmas Season serves to bring to mind also the great purpose of His life.

If man had been perfect there would have been no need of a Saviour. But man was not perfect and is not now, we are sure. There are traits and tendencies in people which are far from Christ-like.

So the world rejoices in the coming of a Saviour whose death redeems all who believe on Him. May the Christmas season revive in us the spirit of Christ so that it will last through the year. May this spirit of good will so permeate the land that the forces of evil and evil eyes be forced to the wall.

REX Coffee Shop

UNDER NEW MANAGEMENT

Having purchased this business from Mrs. Stammers, I solicit a continuance of your patronage.

SPECIAL TURKEY DIN L SERVED XMAS DAY.

WE AIM TO PLEASE

ROBERT DAY (BOBBY) BROWN

Standard Coal

WELL SCREENED

DELIVERED IN STRATHMORE, Per ton \$4.00

PHONE 30 STANDARD BETWEEN 6 and 7:30 p.m.

H. COSTELLO & SON STANDARD ALBERTA

HIGH SCHOOL

CONCERT - BANQUET - DANCE

29th DECEMBER, 1937 - 6.30 p.m.

Memorial Hall - Strathmore

Invitations have been sent to all present Students and their parents, to all graduates resident in the near vicinity and their parents. Any others interested are welcome and may obtain tickets from any of the committees.

The
Strathmore
Trading Co.
And Staff
Wishes
Everyone
A Verry
Happy
Christmas

**STRATHMORE TRADING
COMPANY**

A. D. SHERRINGTON, MGR.

STRATHMORE ALBERTA

KING EDWARD HOTELA MERRY CHRISTMAS AND
HAPPY NEW YEAR TO ALL

Phone No. 1. John Spiro, Manager

Water Systems, Plumbing and Heating
Installed and Overhauled**A. FRASER**

PLUMBING & HEATING

Strathmore Alberta

**LOW WINTER
EXCURSION FARES**

To EASTERN CANADA To CENTRAL STATES
Daily Dec. 1 to Jan. 5 Daily Dec. 1 to Jan. 5
Return Limit 3 Months Return Limit 3 Months

To PACIFIC COAST

Vancouver - Victoria - New Westminster

also Washington, Oregon & California Points

Choice of Tickets - First Class, Intermediate Class and Coach Class

Choice of Routes - Stopovers

Your nearest Canadian Pacific Ticket Agent will gladly give full information and make arrangements

TRAVEL—

Canadian Pacific

Advertising Rates

Classified Advertising, per issue 35c
 Three issues for \$1.00
 Reading Notices, Coming Events 50c
 Cards of Thanks, In Memoriam Notices, etc
 per issue 50c
 Display Advertising Rates on Application.

FOR RENT—DWELLING FORMER-
 ly occupied by George Palardy, Ap-
 ply T. M. Wears, Barrister.

FOR SALE—1 CIRCULAR HEAT-
 er, in first class shape, price \$10.
 Apply Morris West, Phone 1662.

STRAYED OR STOLEN—1 FEMALE
 Greyhound, white, white markings
 on toes. Phone 716, or see E. J.
 Giles, Carleton.

LOST—IN THE PAST MONTH ONE
 very fine Cameo Brooch, about 1 in
 x 1 1/2 inch, cut of small house, tree
 and lady, set in gold frame. Valu-
 able as a keepsake. Finder please
 telephone Mrs. Wm. Haddon.

Church Notes

UNITED CHURCH OF CANADA

Strathmore, Alberta.
 Rev. V. M. Gilbert, B. A., B. D.
 Minister.
 Sunday, December 26th
 Subject—"Let Us Sing the Old
 Songs." A service of song.
 Namah.

11:30 a.m.—Combined Church
 School and Worship.
 Candles.
 2:45 p.m.—Worship.
 Strathmore.
 11 a.m.—Church School
 7:30 p.m. Worship.
 Pianist and Choir Leader—
 Miss E. Hirtle, Graduate Mount
 Allison Conservatory.

ST. MICHAEL'S AND ALL ANGELS' CHURCH

Wishes Everyone a Merry Christmas
 Incumbent—
 Rev. Geo. W. Lang, B. A., L.H.
 Special Christmas Services—
 Friday, Dec. 24, Christmas Eve—
 11:30 p.m.—Special Christmas
 Celebration of the Holy Communion.
 Saturday—
 11 a.m.—Special Christmas Day
 Celebration of the Holy Communion.
 A short address on the subject—
 Christmas or Xmas?
 Dec. 26—1st Sun. After Christmas—
 8 a.m.—Celebration of the Holy
 Communion.
 10 a.m.—Sunday School.
 7:30 p.m.—Christmas Festival.
 Even Song to include the Nativity
 Tableau by the children of the Sun-
 day School. Short address on the sub-
 ject—"A Child Shall Lead Us."

SACRED HEART CHURCH

STRATHMORE

Mass every Sunday 10:30 a.m. ex-
 cepting first Sunday of the month.
 when Mass will be at 10 a.m.

ST. PHILIP'S CHURCH

CAMELAND—
 First Sunday of the Month. Mass
 at 11 a.m.

REV. FATHER COSMAN, Pastor

FRATERNAL

CANADIAN LEGION, B. E. L.
 Strathmore Branch No. 10

President WM. GRAY
 Sec. Treas. W. S. PATTERSON
 Hall Manager F. WRIGHT
 Meetings held the Second Tuesday
 of each month. All eligible welcome
 as members.

RISDON'S MACHINE SHOP

Machine Work And Welding

PHONE

27

LISTEN
 on Friday Night
"CANADA-1937"
 IMPERIAL TOBACCO'S
 INSPIRING PROGRAM
 FRIDAY 8 P.M. M.S.T.
 CICA - CFAC - CJOC - CFEN
 CKBI - CFQC - CKCK

TOWN OF STRATHMORE NOTICE RE TAXES

Taxpayers are reminded that taxes
 unpaid December 31st are subject to
 a penalty of 1 per cent.
 T. M. WEARS, Sec. Treas.
 Dec. 2, 9, 16, 23, 30.

HIRTLE'S THEATRE

FRIDAY AND SATURDAY

DEC. 24th and 25th

DOUBLE OR NOTHING

with Bing Crosby

FRIDAY AND SATURDAY

DEC. 31, JAN. 1

THE GO-GETTER

NEWS AND COMEDY

SKATES

SHARPENED

At The Rink
 WHILE YOU WAIT
 Open Every Night
 Scissors and Knives
 Sharpened
 GEORGE RISDON

LOST—1 LARGE BOAR ABOUT A
 week ago. Anyone knowing where
 abouts of this animal please inform
 George Thibsen, Namah.

WE BUY, SELL OR TRADE, HOR-
 ses, Cattle, Hogs. Anything and
 everything. L. (Max) Stenbergen,
 1 Mile West of Strathmore on the
 Main Highway.

TOWN OF STRATHMORE

Required for the Town of Strath-
 more an official to carry on secretar-
 ial work of the Town and other col-
 lateral duties as may be assigned to
 the appointee. Salary \$40.00 per
 month. Hours 9-12 and 1-4 (minimum).
 Apply in writing to the undersigned
 on or before 3rd January stating ap-
 propriate experience.

T. M. WEARS,
 Strathmore, 22nd December 1937.

PICOBAC
 PIPE
 TOBACCO
 FOR A MILD, COOL SMOKE

The Van Tighem Agencies

INSURANCE Of All Kinds

Life, Fire and Automobile

Local Agent for The Sun Life Assurance
 Co. of Canada and Canadian Westinghouse.
 Phone 106 Strathmore

COAL AND GENERAL TRUCKING

STANDARD, CARBON, CONSUMER

MINES, DRUMHELLER GRAY COAL.

Prompt Service—Phones R1316 & 80

GRAY & JONES, Strathmore, Alberta

CARD OF THANKS

To all our friends we say Thank
 You for your generous donations to
 ward our Christmas Tree Hangings.
 A very Happy Christmas to all.
 Strathmore Seniors Society

PEACE ADVOCATE DIES

Frank B. Kellogg noted Peace Ad-
 vocate and co-worker in the Kellogg
 Briand peace pact of 1923 died Tues-
 day on the eve of his 81st birthday.

IN VANCOUVER B.C.
 Grosvenor
 Stay
 at the
Grosvenor

Every visitor likes the home
 like atmosphere of Hotel
 Grosvenor—for it also has
 the staff, the dining room,
 the guest rooms, the great
 lounge and open fireplace,
 the amenities you expect in
 a big city hotel. The shops,
 theatres, trains, boats and
 sight seeing buses are just
 down the street. No bar to keep
 you awake. Write for Folder

Vancover Hotel
 of Strathmore
**Hotel
GROSVENOR**
 150
 HOWE STREET
 VANCOUVER B.C.

THE MASSEY-HARRIS AGENTS

OUR BEST WISHES FOR—
 A MERRY CHRISTMAS AND
 A HAPPY NEW YEAR

STANLEY KOREK — HARRY MINER

**HOTEL
York
CALGARY**
 150
HOTEL ST. REGIS
 RATES \$1 and \$2.50—SUNDAY and HOLIDAY RATES

TOWN OF STRATHMORE

Notice is hereby given, that under the provisions of The Tax Recovery
 Act, 1929, the Town of Strathmore will offer for sale, by public auction, in the
 Town Hall, in the Town of Strathmore, Alberta, on Saturday, the 15th
 day of January, 1938, at 2 o'clock in the afternoon, the following parcels of
 land:

Lot	Block	Plan	Lot	Block	Plan
24	1	4810 N.	10	12	6
31 and 32	2	"	39 and 40	14	5894 P.
12	8	"	33 - 35	16	"
14 and 15	4	"	33 - 35	29	5276 A. V.

Each parcel will be offered for sale, subject to a reserve bid, and subject to
 the provisions contained in the existing certificate of title.
 Redemption may be effected by payment of all arrears of taxes and costs
 at any time prior to the sale.

Dated at Strathmore, Alberta, this 12th day of November, 1937.
 T. M. WEARS,
 Secretary-Treasurer.

WESTERN DEPT. STORE

Phone 28 Strathmore, Alta. Phone 28
 S. LIBIN, Manager

JAP ORANGES—
 Box 98c

CANDY—
 Brilliant Mixed,
 2 lbs 35c
 5 lbs 85c
 Lily Creams—
 1 lb 20c
 5 lbs 95c
 English Mixed—
 1 lb 20c
 5 lbs 95c
 Fruit Jellies—
 1 lb 23c
 2 lbs 45c
 Chocolate Drops—
 1 lb 20c
 5 lbs 95c
 Mellow Creams—
 1 lb 20c
 5 lbs 95c
 Xmas Mixed—
 2 lbs 35c
 5 lbs 85c
 MIXED NUTS—
 with Peanuts,
 2 lbs 35c
 5 lbs 85c
 MIXED NUTS—
 No Peanuts,
 2 lbs 38c
 5 lbs 95c
 WALNUTS—
 California, 1 lb 20c
 WALNUTS—
 Manchurian,
 1 lb 14c
 ALMONDS—
 Soft Shell, 1 lb 28c
 FILBERTS—
 1 lb 20c
 BRAZILS—
 1 lb 28c
 PEANUTS—
 5 lbs 23c
 5 lbs 55c
 PECAN NUTS—
 1 lb 23c

Cordial Xmas
 Greetings from
 The
 Management
 And Staff
 Western Dept.
 Store

SMYRNA FIGS—
 1 lb 25c
 10 lb box \$2.20

APPLES—
 Delicious,
 Small size, \$1.75
 Large Size, \$2.10
 Box \$2.10

APPLES—
 Delicious,
 Small size, \$1.75
 Large Size, \$2.10
 Box \$2.10

APPLES—
 McIntosh Reds,
 Unwrapped, \$1.65
 Case \$2.25
 Fancy Wrapped,
 Case \$2.25
 Northern Spys—
 Fancy Wrapped,
 Box \$2.25
 Wegeners—
 Fancy Wrapped,
 Box \$2.10

JAP ORANGES—
 Box 98c

BISCUITS—
 Special assortment,
 Sweet, 1 lb 20c
 CANNED FRUIT—
 PEARS—Sliced—
 369 103 sups 9
 096 103 sups 9

PINEAPPLE—
 Sliced or Crushed,
 2 tins 25c
 6 tins 89c

APPLES—
 McIntosh Red,
 Crates \$1.59

APPLES—
 Fancy Wrapped,
 Delicious,
 Small Size \$1.75
 Large Size \$2.10

FLOUR—
 Straight Grade,
 98 lbs \$3.50

ROLLED OATS—
 Robin Hood China,
 or Silverware,
 Pkg. 29c
 20 lb sack \$1.10
 6 lbs 33c

SOUP—
 Aymer, Vegetable
 or Tomato,
 3 tins 25c

SOAP—
 LUX SOAP—
 4 Bars 25c
 P. & G. SOAP—
 10 bars 45c

GINGER SNAPS—
 2 lbs 25c

LARD—Pure—
 2 lbs 35c
 5 lbs 85c

BACON—
 Sliced, 1 lb 30c
 Half or Whole,
 1 lb 27c

TEA—
 Nabob, 1 lb 49c
 Blue Ribbon,
 1 lb 49c

CHEESE—
 Round, About 2 lbs
 Each, 1 lb 23c

ORANGES—
 Large Size
 Dozen 35c & 40c